



Packet And Syllabus
GRA 1131-C
Multimedia Graphic Design

36521 Sec #001
M-W 5:30 to 7:20 pm

Fall 2005
Instructor
Rick Rice

GRA 1131 Reading Assignments, Projects, Quizes

Mac OS 8/Basics of DTP (Aug 29-Oct 5) 6 weeks

Adobe Illustrator CS

- Mac OS Environment (Ch. 2 Non-Designers Scan & Print Book)
 - Basics of Desktop Publishing (Ch. 4 Non-Designers Scan & Print Book)
 - Computer Applications (Ch. 7 Non-Designers Scan & Print Book)
 - Vector Images (Ch. 15 Non-Designers Scan & Print Book)
 - Fonts (Ch. 15 Non-Designers Scan & Print Book)
- Modules 3-4 (Quiz includes info on modules 3-4)
- Quiz 1 (Mon, Oct 4)** (Quiz on ch. 2, 4, 7, 15, Non-Designers Scan & Print Book)
- Project 1 (Wed, Oct 6)** (8.5"x11" color Illustrator piece)

Adobe Photoshop CS (Oct 10-Nov 9) 5 weeks

- Bit Depth/Color Modes (modules 5-6, Ch. 5 Non-Designers Scan & Print Book)
 - Raster Images/Resolutions (Ch. 6 Non-Designers Scan & Print Book)
 - Scanning (Ch. 12 Non-Designers Scan & Print Book)
 - Stock Photos (Ch. 14 Non-Designers Scan & Print Book)
 - File Formats (Ch. 8 Non-Designers Scan & Print Book)
 - Digital Camera/Photo CD (Ch. 13 Non-Designers Scan & Print Book)
- Modules 5-6 (Quiz includes info on modules 5-6)
- Quiz 2 (Mon, Nov 8)** (Quiz on ch. 5, 6, 12, 13, 14, 8 Non-Designers Scan & Print Book)
- Project 2 (Wed, Nov 10)** (7.5"x 10" color Photoshop piece)

Adobe Indesign CS (Nov 14-Dec 7) 4 weeks

- Process Color (Ch. 9 Non-Designers Scan & Print Book)
 - Spot Color/Duotones (Ch.10 Non-Designers Scan & Print Book)
 - Hi-Resolution Output (Ch. 16 Non-Designers Scan & Print Book)
 - Output Specs (Ch.17 Non-Designers Scan & Print Book)
 - Proofing A Job (Ch.19 Non-Designers Scan & Print Book)
- Quiz 3 (Mons, Dec 5)** (Quiz on ch. 9, 10, 16, 17, 19 Non-Designers Scan & Print Book)
- Project 3 (Wed, Dec 7)** (8.5"x 11"color Indesign piece)

Holidays

- Labor Day (Mon, Sept 5)
Vet's Day (Fri, Nov 11),
Thanksgiving (Thurs, Fri Nov 24-25)

Projects and Grading

No midterm or final:

Credit: 3 semester hours

Contact Hours: 4 per week (3 lecture & classroom hours, 1 hours lab)

General Objectives: This course is designed to help students understand the desktop publishing basics and principles of good design and its application as it relates to visual communication, and the general categories of software programs and media utilized in the field. Critical thinking and problem solving are also key components of class.

Attendance: I will take spot attendance periodically during the semester and it's 10% of your grade.

If you're here, you're here, and if not, you're not. I do not differentiate between excused or unexcused absences.

Don't be habitually late, or disruptive (i.e. talking during lectures) it's inconsiderate and may cost you Attendance points. **NO CELL PHONE OR INTERNET USE DURING CLASS HOURS!!!**

Don't disappear for weeks and then expect it to be OK to makeup work and have your excuse be considered valid. Contact me or have someone do it for you. Late projects will be marked down.

Grading:	3 Projects	65%
	3 Book Material Quizzes	25%
	Attendance	10%

Grading & Evaluation: Your grade will be determined by your personal progress as well as following instructions and meeting criteria of projects.

A= Excellent work in class and on assignments, extra time and effort spent, unity of concept to create a unique visual statement, good class participation.

B= Better than average execution of concepts, good class participation.

C= Average execution of ideas and craftsmanship, solves the assignments, meets basic requirements of the class.

D= Failure to meet assignment requirements adequately, little time put into concepts, not complete or poorly executed, inadequate or sloppy presentation of work, below average class participation.

F= Assignments not turned in, little or no effort manifested on assignments, sloppy presentation, poor attitude, failure to meet minimum requirements of the class or not dropping properly.

All work graded in two parts: 1. technical execution (craftsmanship) 2. composition & creativity.

INTERPRETATION OF GRADES:

Grade	Percent	Definition
A-/+	90-100	Outstanding progress
B-/+	80-89	Above average
C-/+	70-79	Average work
D-/+	60-69	Lowest acceptable progress
F	0-59	Failure

Drops: If you choose to drop the class, but don't do the official paperwork and are on my roll at semesters end, I will give you an F for the course.

Textbooks and Supplies

Textbooks

- Non-Designers Scan & Print Book

(optional)

- Little Mac Book-Panther Addition
- Using Adobe CS-Illustrator, Indesign, Photoshop CS
0-619-27335-6 Thomson course technology

Supplies

- Notetaking pad or materials maybe a notebook (old or new)
- USB Key or pocket ext hard drive (computergeeks.com one source)

Academic Alert Information: In accordance with the State Board of Education, students are allowed a maximum of two withdrawals from a course. The third time a student enrolls in a course, a grade must be assigned. Students may have only three attempts per course including the original grade, repeat grades and withdrawals at any point in the semester. A fourth attempt may be allowed through an academic appeals process based on major extenuating circumstances. Such cases are handled through the Counseling Department. In accordance with the Florida Statutes, students enrolled in a course more than two times shall pay the full cost of instruction except in approved circumstances as handled through Enrollment Services.

Rick Rice -Instructor • Graphic Designer & Visual Communicator

Rick Rice received a Bachelor of Fine Arts degree in communication arts from FSU in 1973. After seven years with various state agencies in the capacity of graphic designer and later acting art director, he went into private practice working in the advertising agency business in Tallahassee.

In January of 1983 he and Hector Perez formed the creative, award winning partnership of Perez Lynch & Rice Advertising.

In February 1985 he moved on and formed the new partnerships of Rice/Gardner Associates and Avalon Productions, both full service advertising agencies with clients throughout the southeast.

He joined the faculty at Lively Technical Center in 1988 to head the commercial art program, teaching and producing materials for the Center.

He joined the faculty of TCC in August 1999 to build the graphic design program, as well as produce marketing materials for the college.

In February of 1999 he was presented the Silver Medallion Award, the highest award given by the American Advertising Federation for service, leadership and accomplishment in the advertising field.

He also continues to actively do consulting and design work for a variety of clients with Richard Rice Graphics and Rice/Walters Creative.

Instructor

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